



JOSH MANDEL

Revision #: 0 Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3053
Media: TV Description: OH US SEN JOSH MANDEL OCT 24-OCT 30
Product: GENERAL Flight Start Date: 10/24/12 5:00:00 AM
Market: Cincinnati Flight End Date: 10/30/12 4:59:00 AM

#67976

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Tue 10/30	Total Spots
44	MTuWThFSaSu 10:00p-10:35p LOCAL12 NWS@10<	RT	\$250.00 125 PB	\$212.50	30	2 1	2 1	2 1	2 1	2 1	2 1	2 1	7
Total Spots:						1	1	1	1	1	1	1	7
Total Cost:			\$1,750.00	\$1,487.50									
Total													
OCT 12			\$1,250.00	\$1,062.50									5
NOV 12			\$500.00	\$425.00									2

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/23/2012

Client: OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 3053
Media: TV **Description:** OH US SEN JOSH MANDEL OCT 24-OCT 30
Product: GENERAL **Flight Start Date:** 10/24/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 10/30/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
EKRC-TV	7	\$1,750.00	100%	\$1,487.50	100%
Market Total:	7	\$1,750.00		\$1,487.50	

Dienger, Whitney

From: Jacobs, Sarah
Sent: Tuesday, October 23, 2012 12:43 PM
To: Dienger, Whitney
Subject: Fwd: EKRC - Late News, Mandel

Sarah Jacobs
Local Sales Manager
WKRC Local 12
513/763-5672

Begin forwarded message:

From: Whitney Eversole <WEversole@strategicmediaplacement.com>
Date: October 23, 2012, 12:38:13 PM EDT
To: "Jacobs, Sarah" <SJacobs@local12.com>
Subject: Re: EKRC - Late News, Mandel

Ok

Sent from my iPhone

On Oct 23, 2012, at 12:31 PM, "Jacobs, Sarah" <SJacobs@local12.com> wrote:

I only need \$125 per spot for LN.
I'm doubling your frequency b/c you bought it at \$250 (rate not noted on card).
☺
Thanks
SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati
513/763-5672

10/23/2012

ORDER



Orders	Order / Rev:	67976
	Alt Order #:	
	Product Desc:	3053 US Senate
	Estimate:	3053
	Flight Dates:	10/24/12 - 10/30/12
	Original Date / Rev:	10/23/12 / 10/23/12
	Order Type:	GENERAL

CW Cincinnati
LSM LSM
CVG
Local

Primary AE:
Sales Office:
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
	Flight Dates:	7669 Stagers Loop
	Original Date / Rev:	Delaware, OH 43015
	Order Type:	

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Josh Mandel fo OHio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$1,250.00	\$1,062.50
10/29/12	10/30/12	4	\$500.00	\$425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$1,250.00	\$1,062.50	0.00
November 2012	4	\$500.00	\$425.00	0.00
Totals	14	\$1,750.00	\$1,487.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
CW Cincinnati	1%	\$1,750.00
Market	100%	\$175,000.00

Competitive Share	Share	Total
UNKWN	0%	\$0.00
WCPO	40%	\$70,000.00
WKRC	59%	\$103,250.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	EKRC	10/24/12	10/30/12	M-Su 10p Local 12 News	CM	10p-1035p	2222222	:30	14	\$125.00	P-3	0.00	NM	14	\$1,750.00
M-Su 10p Local 12 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	--22222	10	\$125.00	0.00								
		Week: 10/29/12	11/04/12	22-----	4	\$125.00	0.00								
Totals														14	\$1,750.00